

What is an author?

How communication research journals and academic publishers are responding to the AI authorship dilemma

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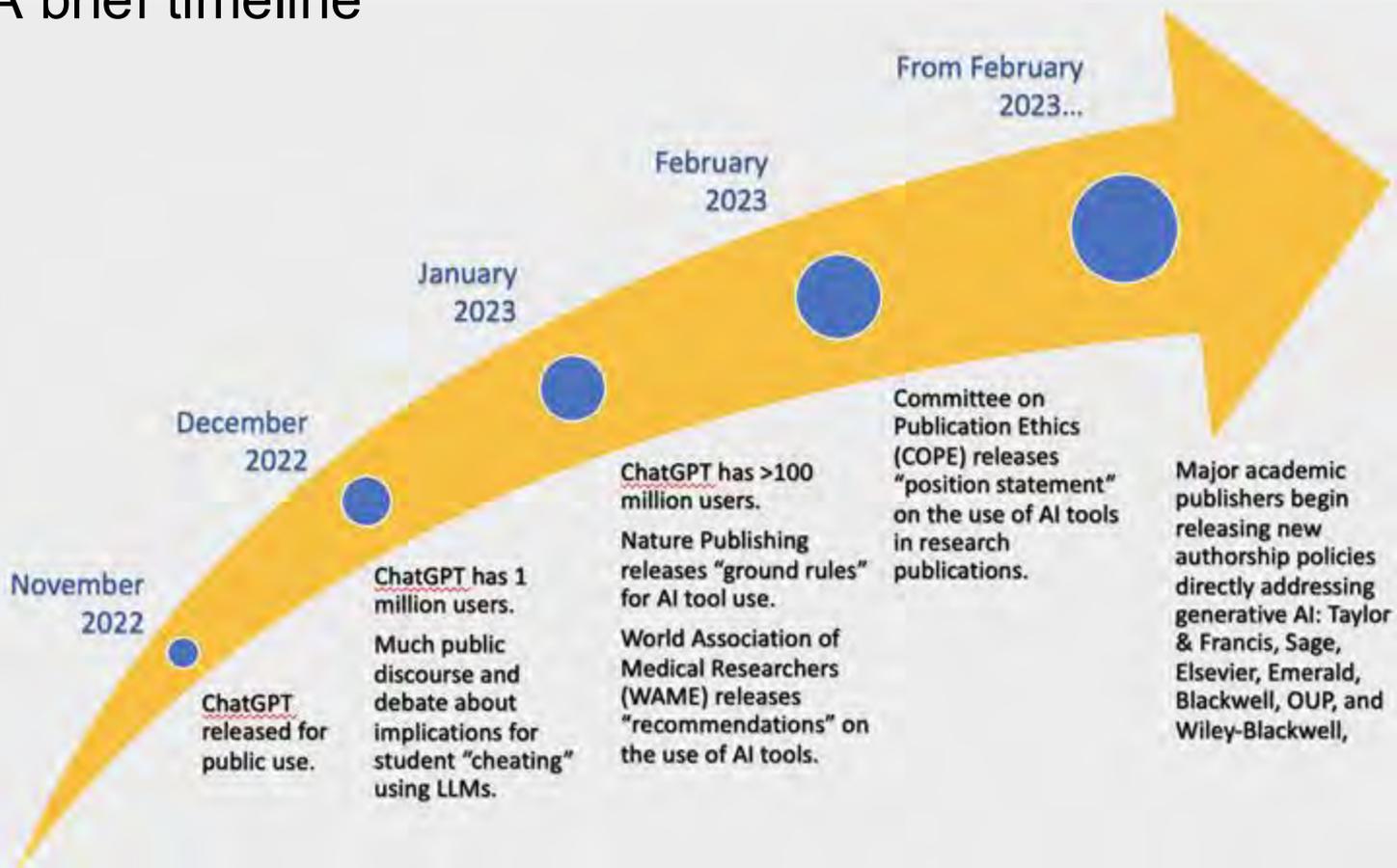


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Research Centre**

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Generative AI & the academic authorship debate: A brief timeline





Authorship in the AI policies

- **Nature:** “No LLM tool will be accepted as a credited author on a research paper. That is because any attribution of authorship carries with it **accountability** for the work, and AI tools cannot take such **responsibility**”
- **WAME:** “Recommendation 1: Chatbots cannot be authors. [...] an author must be a **legal person** [...] No AI tool can ‘understand’ a conflict-of-interest statement, and does not have the **legal standing** to sign a statement. Chatbots have no affiliation independent of their developers.”
- **COPE:** “AI tools cannot meet the requirements for authorship as they cannot take **responsibility** for the submitted work. As **non-legal entities**, they cannot assert the presence or absence of conflicts of interest nor manage copyright and license agreements”



Nuancing the AI authorship debate

- Authorship, authority, and responsibility - the long-tail debate
- Plato, *Phaedrus* (c. 370 BCE)
 - Writing as a dangerous technology; prosthetic memory; cannot defend itself
- Foucault “What is an Author?” (1969)
 - Modern understandings of authorship emerged alongside a “system of ownership for texts,” contractual obligations, and rights of reproduction. C1900, texts “began to have authors [...] to the extent that authors became subject to punishment”--that they might transgress or disrupt this system of ownership.
- Coeckelbergh & Gunkel (2023), “ChatGPT: deconstructing the debate and moving it forward,” in *AI & Society*
- Potts (2023), *The Near-Death of the Author: Creativity in the Internet Age*
- “Legal personhood of AI” (e.g., Brown 2021; Novelli 2023)



Communication in/and the AI authorship debate

Our interest in this study was to investigate

- how and to what extent Communication, as a discipline, has been *engaging in, framing, nuancing, or even leading* the debate over authorship and the use of generative AI tools over the past 12 months

Focusing on

- Instructions/guidance for authors on writing/submitting articles
- Editorials about/on the AI authorship debate
- Journal content engaging with the debate



Our approach: Q1 Communication journals (Nov 2023)

All Q1 journals in the SCImago Journal & Country Rank (SJR)
Communication subject category (N = 117)

Journals with primary focus on education, linguistics, marketing and
computer technology removed (n = 26)

91 Communication journals and 20 academic publishers coded for:

- journal AI authorship advice
- link to publisher policy,
- publisher policy mentions AI authorship

Journal searches for articles:

- ChatGPT mentions
- Generative AI mentions
- editorial/authorship articles about ChatGPT or GenAI

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Please note that the journal's editors are not obliged to invite any recommended nor reject any opposed reviewers to assess your manuscript.

2.2 Authorship

All parties who have made a substantive contribution to the article should be listed as authors. Principal authorship, authorship order, and other publication credits should be based on the relative scientific or professional contributions of the individuals involved, regardless of their status. A student is usually listed as principal author on any multiple-authored publication that substantially derives from the student's dissertation or thesis.

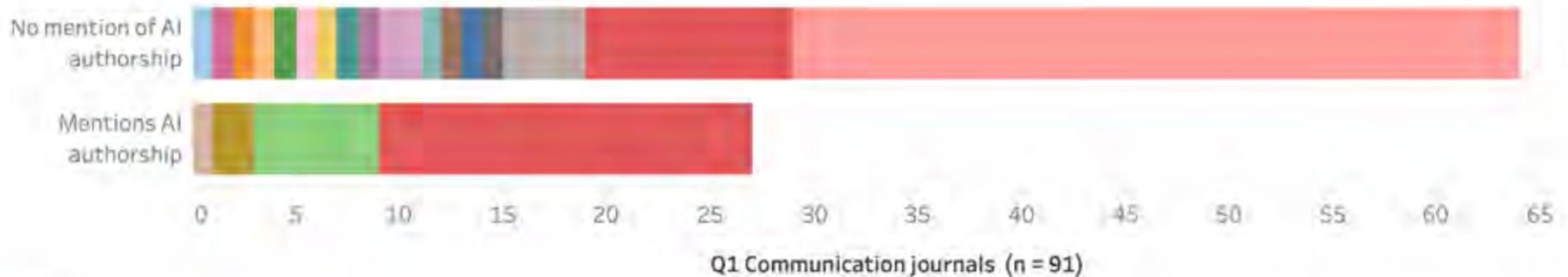
Please note that AI chatbots, for example ChatGPT, should not be listed as authors. For more [information see the policy on Use of ChatGPT and generative AI tools](#).

2.3 Acknowledgements

All contributors who do not meet the criteria for authorship should be listed in an Acknowledgements section. Examples of those who might be acknowledged include a person who provided purely technical help, or a department chair who provided only general support.

Please supply any personal acknowledgements separately to the main text to facilitate anonymous peer review.

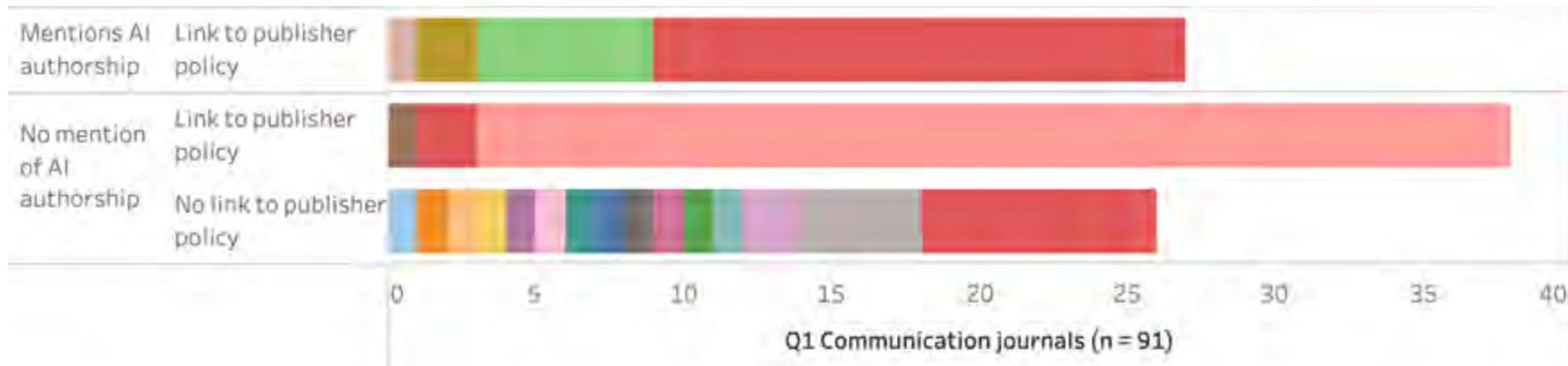
Q1 Communication journals - information for authors (Nov 2023)



Publisher

- Taylor & Francis
- Sage
- Elsevier
- Wiley-Blackwell
- Emerald Group Publishing Ltd.
- USC Annenberg Press
- The Advertising Research Foundation
- Springer-Verlag Wien
- MDPI AG
- OUP
- John Benjamins Publishing Company
- Hogrefe Publishing
- Grupo Comunicar Ediciones
- Frontiers
- Duke University Press
- De Gruyter
- Creative Commons
- Cogitatio Press
- American Psychological Association
- Alexander von Humboldt Institute for Internet and Society

Instructions for authors and links to publisher policies



Publisher

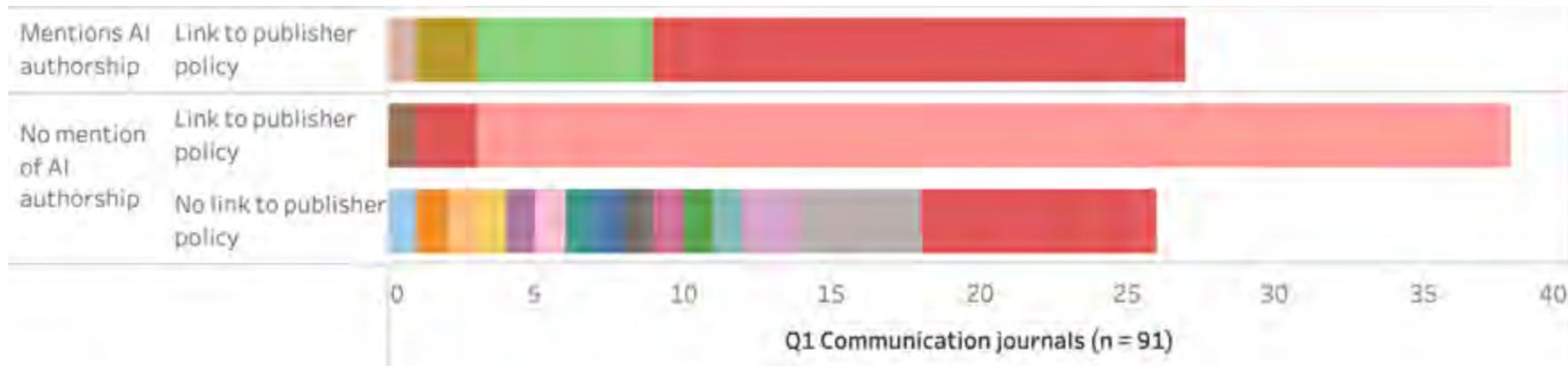
- Taylor & Francis
- Sage
- Elsevier
- Wiley-Blackwell
- Emerald Group Publishing Ltd.
- John Benjamins Publishing Company
- Springer-Verlag Wien
- MDPI AG
- OUP
- De Gruyter
- American Psychological Association
- USC Annenberg Press
- The Advertising Research Foundation
- Grupo Comunicar Ediciones
- Duke University Press
- Hogrefe Publishing
- Frontiers
- Creative Commons
- Cogitatio Press
- Alexander von Humboldt Institute for Internet and Society



Checklist: What to Include

1. **Author details.** Please ensure all listed authors meet the [Taylor & Francis authorship criteria](#). All authors of a manuscript should include their full name and affiliation on the cover page of the manuscript. Where available, please also include ORCIDiDs and social media handles (Facebook, Twitter or LinkedIn). One author will need to be identified as the corresponding author, with their email address normally displayed in the article PDF (depending on the journal) and the online article. Authors' affiliations are the affiliations where the research was conducted. If any of the named co-authors moves affiliation during the peer-review process, the new affiliation can be given as a footnote. Please note that no changes to affiliation can be made after your paper is accepted. [Read more on authorship.](#)

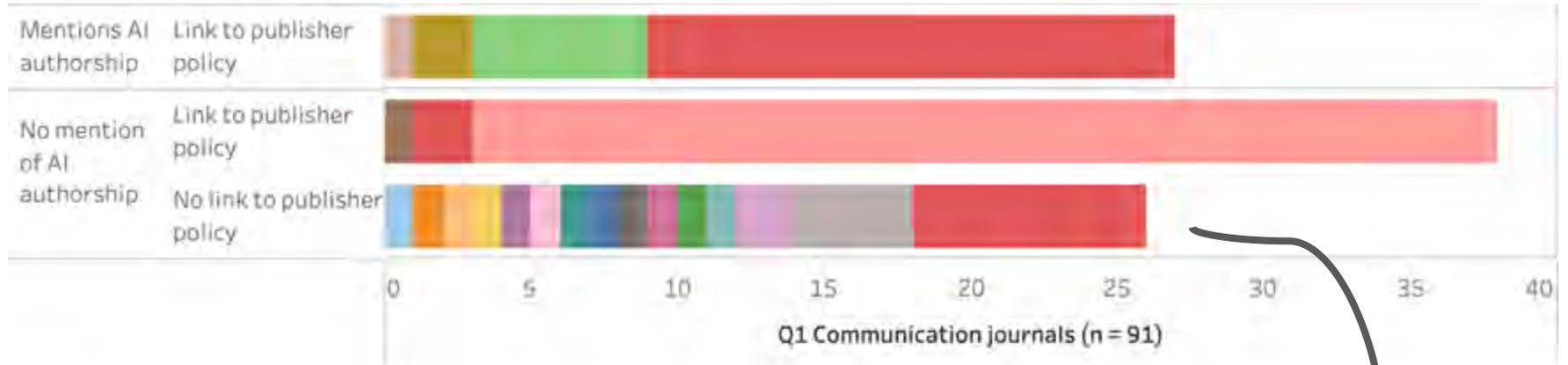
Instructions for authors and links to publisher policies



Publisher



Instructions for authors and links to publisher policies



- Publisher**
- Taylor & Francis
 - Sage
 - Elsevier
 - Wiley-Blackwell
 - Emerald Group Publishing Ltd.
 - John Benjamins Publishing Company
 - Springer-Verlag Wien
 - MDPI AG
 - OUP
 - De Gruyter

- American Psychological Association
- USC Annenberg Press
- The Advertising Research Foundation
- Grupo Comunicar Ediciones
- Duke University Press
- Hogrefe Publishing
- Frontiers
- Creative Commons
- Cogitatio Press
- Alexander von Humboldt Institute for Internet and Society



Publisher policies and AI authorship (n = 11/20 publishers)

- Taylor & Francis
- Sage
- Wiley-Blackwell
- Elsevier
- John Benjamins Publishing Company
- Emerald Publishing Group
- OUP
- MDPI
- De Gruyter
- Springer-Verlag Wien
- American Psychological Association
- AI-based tools and technologies for content generation (e.g. ChatGPT) cannot be an author (n = 11)
- Assistance from AI tools for content generation must be acknowledged in the submission (n = 11)
- Delineates human and non-human tasks
 - authors are expected to be responsible, accountable and act with integrity
 - Gen AI is a tool, has limited validity/accuracy and must be acknowledged/disclosed/described
- GenAI includes text and images

Modals of obligation: must

- AI must **be disclosed** in the methods section and **cited...**
- The use of AI...must **be disclosed...**
- use of such AI tools... must **be flagged...**
- where AI or AI-assisted tools have been used... this must **be** appropriately **declared...**
- Any assistance from AI tools for content generation... must **be** clearly **acknowledged**
- use must **be described**, transparently and in detail
- the author(s) must **describe** the content created or modified as well as **appropriately cite**

- author(s) must **be responsible** for the work and accountable for its accuracy, integrity, and validity...
- the author(s) must **be responsible** for the creation **and interpretation** of their work
- Authors...must **ensure**...that this content complies with all MDPI's publication ethics policies.
- Authors must **be aware** that using AI-based tools and technologies...is not in line with our authorship criteria

Academic authorship: what it means to be human or LLM/ChatGPT

- “**Authorship** requires **taking accountability** for content, **consenting to publication** via an author publishing agreement, **giving contractual assurances** about the integrity of the work, among other principles. These are **uniquely human responsibilities** that cannot be undertaken by AI tools.” (Taylor & Francis)
- “**Human intervention** with these tools is essential **to ensure** that content presented is **accurate and appropriate**” (Sage)
- “Artificial Intelligence Generated Content (AIGC) tools—such as **ChatGPT and others** based on **large language models (LLMs)**—**cannot** be considered capable of **initiating an original piece of research** without **direction by human authors**” (Wiley-Blackwell)
- “**Large Language Models** cannot be credited with authorship as they are **incapable of conceptualising a research design** without **human direction** and **cannot be accountable for the integrity, originality, and validity** of the published work” (Emerald Publishing Group)
- “Neither **symbolic figures** such as Camille Noûs nor natural language processing tools driven by artificial intelligence (AI) such as **ChatGPT qualify** as authors” (OUP)



- Communication journals and publisher policies are an extension of the risk management framing of those initial position statements
- What about editorials and journal content?
 - 1 editorial from 91 Q1 Communication journals

Journal of Advertising Research

Editor's Desk **Ready or Not, Generative AI Is Here to Stay**

Advertisers Need More Research To Harness the Benefits of AI Technologies

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The emergence of ChatGPT has thrust discussion of generative artificial intelligence (AI) into the mainstream. Although it is only one example of a host of new AI tools that are entering the market, the accessibility and power of ChatGPT has sparked both excitement and concern. Some see generative AI tools as way to automate tedious work and democratize previously specialized skills such as software coding, analytics, and video editing. As history has shown, however, it is often our human nature to fear (and hence, stall) innovation. (Lomas, 2011; Overly, 2016). Some worry that ChatGPT-like tools may render knowledge workers unemployed. Teachers and professors fret about students losing a desire to learn or—worse—simply plagiarizing assignments and not learning at all. And ethicists and diversity proponents raise important questions about AI tools' demonstrated weaknesses and potential for deception and other harms.

Such concerns are valid to keep technological

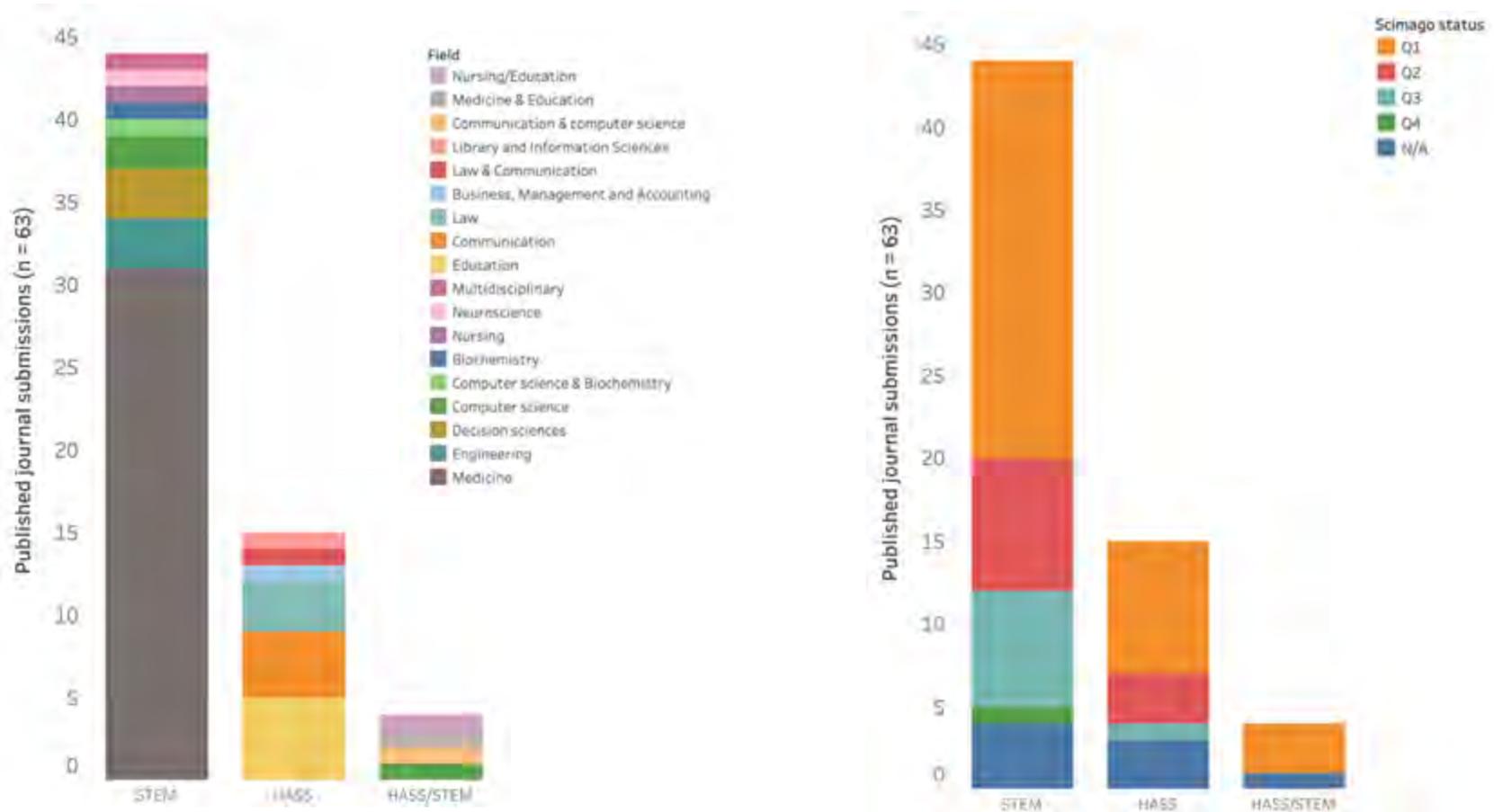
are afoot. As researchers, we can provide insights that help advertisers maximize the benefits of generative AI while also respecting ethical concerns.

Interested researchers might start by considering the many different aspects of advertising that could see change due to generative AI. The process of synthesizing information during market research, for instance, may become faster with tools such as Google's new NotebookLM service. To what extent are such tools valuable? Can they replace or merely augment human efforts? The execution and reporting of statistical analyses can also be done through generative AI tools, benefiting both quantitative market researchers as well as those engaged in A/B testing and experimentation. Likewise, new efficiencies in producing creative content will likely accelerate experimentation and SEO efforts. More profound changes may come to the ways copy and visuals are created in advertising (Campbell, Plangger, Sands, Kietzmann, and Bates, 2022; Wu

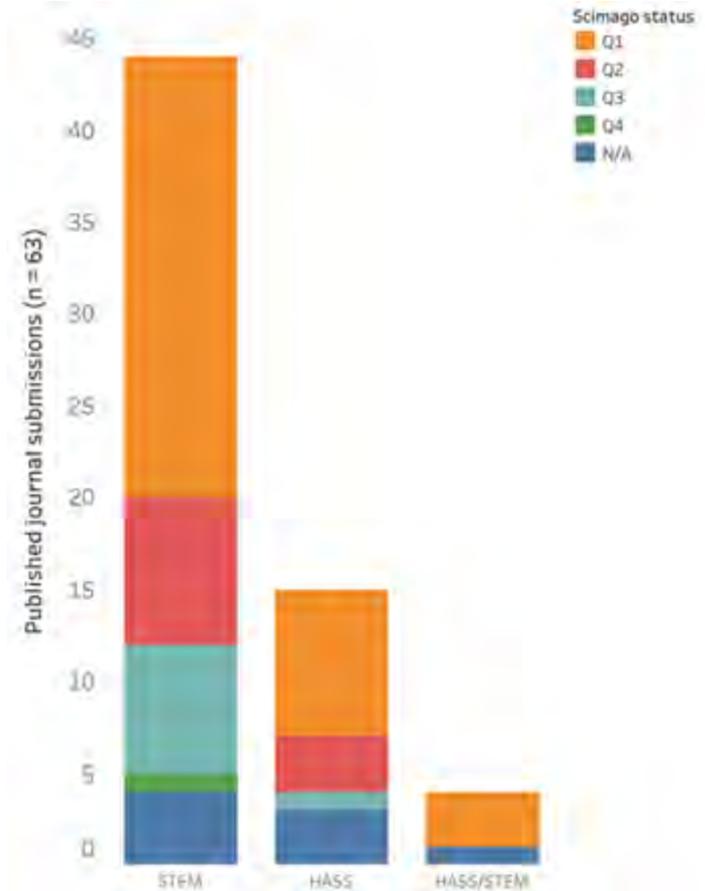
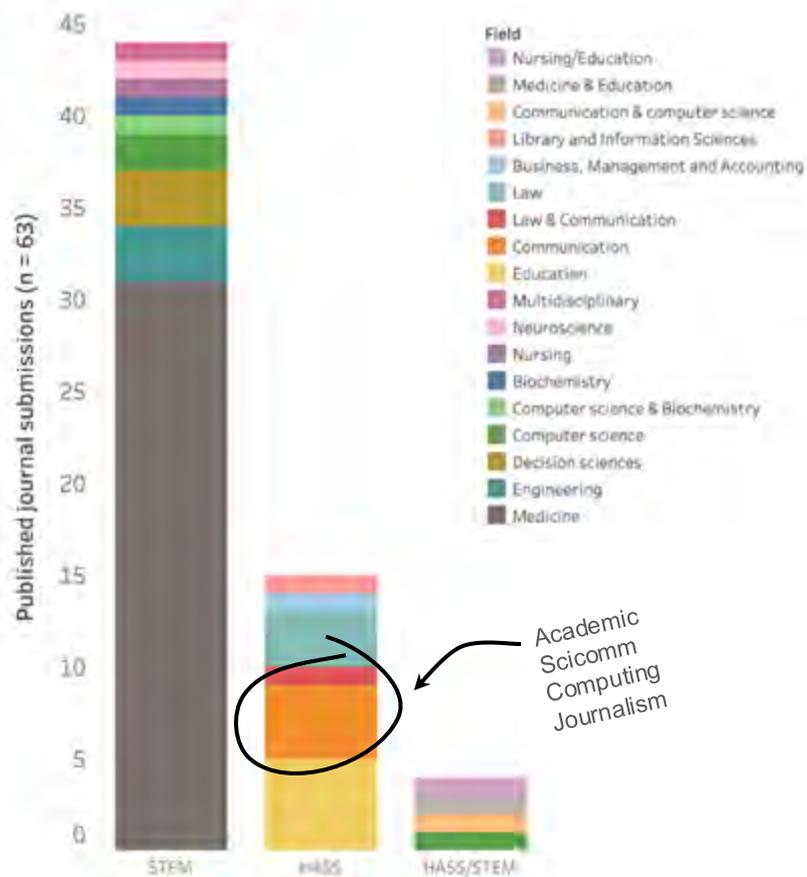


- Communication journals and publisher policies are an extension of the risk management framing of those initial position statements
- What about editorials and journal content?
 - 1 editorial from 91 Q1 Communication journals
 - 2 Q1 journal articles explicitly about the authorship debate from the same journal (*Learned Publishing*)
 - Beyond Q1 journals: 6 articles in total over past 12 months
- How does this compare with other disciplines?

Editorials/research articles - authorship & LLMs/ChatGPT



Editorials/position statements - authorship & LLMs/ChatGPT





To what extent has Communication, as a discipline, been *engaging in*, *framing*, *nuancing*, or even *leading* the debate over authorship and the use of generative AI tools over the past 12 months?



Where to from here?

- Look to where interesting work is happening: e.g., communicative AI and the automation of communication - Hepp et al. (2023)
- Legal questions and how they're evolving (e.g., legal personhood of AI)
- Framing disciplinary responses within that longer, nuanced debate about authorship
- Understanding AI authorship as being embedded within digital infrastructures and entangled with human practices